

Submission 0920-13ABP under  
0920-0840 Formative Research and Tool Development

**Attachment 2h: Consumer Materials Testing In-Depth Interview Guide**

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**Campaign Objective:** To increase peoples' general awareness of HIV, motivation to learn their HIV status, and knowledge of HIV prevention strategies.

**Task Purpose:** To test campaign materials developed based on findings from the message and concept testing research.

### **Data Collection**

**Setting:** In-depth interviews (IDIs)/focus groups will take up to 1 hour. A trained interviewer will meet with the participant(s).

**Transcription:** We will audiotape the discussions. A note taker will take notes from behind a one way mirror. Some staff members from the CDC may also be observing online via computer. Standard measures for transcribing the discussions will be arranged.

### **I. Welcome**

Thank you for coming here today. Your participation is very important. I'm \_\_\_\_\_ and I'm from RTI, a non-profit research organization. The Centers for Disease Control and Prevention (CDC) is sponsoring this research. The purpose of this interview/focus group is to hear your views and opinions on important health topics concerning HIV/AIDS. Your insights are very important to us and your time today is appreciated. We will have about 1 hour for our discussion.

Before we begin, I want to review a few ground rules for our discussion.

- Most importantly, there are no right or wrong answers. We want to know your opinions and what you think about the issues we will be discussing. I do not work for the people who are sponsoring this research, so don't hold back from giving me your honest opinions.
- You have probably noticed the microphones in the room. They are here because we are audio taping. I want to give you my full attention and not have to take a lot of notes. At the end of our discussion, I have to write a report and will refer to the tape when writing the report.
- Behind me is a one-way mirror. Some of the people working on this project are observing this discussion so that they can hear your opinions directly from you and take notes so that your opinions are accurately captured. However, your identity and anything you personally say here will remain secure to the extent allowable by law. Your name, address, and phone number, which only the facility knows, will not be given to anyone and no one will contact you after this interview is over.
- There may be some sensitive questions asked during this discussion. If at any time you are uncomfortable with my questions, you can choose not to answer. Simply let me know that you prefer not to answer.
- Be sure to only use first names during the discussion. Please do not use your last name. Also, if you bring up a friend or other person you know as an example in our discussions, please do not use their last name either. So, whenever you mention a name, it should only be a first name and never a last name.
- Please turn your cell phone or beeper to vibrate or silent mode. The interview will last no more than 1 hour.
- If you need to go to the restroom during the discussion, please feel free to leave, but please return as soon as possible.

- Do you have any questions before we begin?

## II. Warm-up

**Before we begin our discussion, let's spend a little time getting to know one another.**

1. Please tell me your first name and an interesting fact about yourself.

## III. Ad Mock-Ups

***Interviewer will show one mock-up at a time, explaining to participants that these are meant to be (INSERT MEDIUM) in their neighborhoods. Ask same questions for each board.***

2. Looking at the image, would you say it fits in with what they are trying to convey?
3. What is the main message of this illustration? What does it tell you?
4. Picturing this image on a poster, brochure, print ad, or other material, how likely is it that an image like this will help draw your attention and curiosity - that's you personally, no one else.
5. For you, are there other images that might convey this idea better?

### ***Assessing Accuracy & Clarity of Message***

6. What does this say to you?
  - Is the message clear or easy to understand? Is it confusing?
7. What does it make you want to do, if anything?
  - After seeing this ad, do you think you would be more likely to call the toll-free phone number to learn about [INSERT TOPIC]?
    - Does it make you want to [INSERT ACTION]?  
**IF YES: What part of this makes you want to [INSERT ACTION]?**  
**IF NO: Why not?**

### **Ask only for boards with headlines**

8. What do you think of the headline?
9. What do you think of the picture/photo that is part of this board?
  - What does it make you think of?
    - Can you relate to it?
    - Does the picture go with the headline on the board? Why or Why not?
10. Is there anything in particular that you would change about this board? What would you change?
11. Is one more likely than another to get your attention?
  - To make you think about it afterwards?

- If yes, what is it about the one that “works” for you (or someone else you care for or take care of, such as a spouse/partner, child, parent, relative, or friend)?

12. What could be changed to make it more effective?

#### After seeing each of the [insert #] boards

***I am now handing out a sheet of paper that I would like you to use to indicate which of the [insert #] boards you liked the most and the least. There are two boxes on this sheet of paper. At the top of the paper is a box for the one you like the most and at the bottom is a box for the one you like the least. Please mark in those boxes the letter for the board that best fits that box.***

13. Which of the [insert #] boards did you like most?

- What did you like most about that board?
- Which board did you like the least?
  - What about this board do you not like?

14. I am now handing out a sheet of paper that I would like you to use to rate the boards from 1(terrible) to 10 (fantastic). The names of the [insert #] boards are written on the paper. Which of the [insert #] boards did you rate the highest?

- What do you like about it?
- Which did you rate the lowest? Why?

15. If you saw this advertisement and wanted to find out where you could get more information about [INSERT TOPIC] in your area, would you prefer to call a toll-free number or visit a Web site?

#### IV. Campaign Name and Logo Testing

*Interviewer will show participants one logo/name combination at a time, explaining that these would go with materials used as part of a campaign, such as billboards, print ads, and brochures, while holding up a ad mock-up and demonstrating where the logo would be placed. The following questions will be repeated for each name/logo.*

**Now I would like you to look at some potential names and logos. The names and logos would be used with materials to promote HIV testing. We will look at these one at a time.**

16. How would you sum up in just a few words your first impression of this name/logo? Do you like it? Not like it? What makes you say that?

- Why the participants has these thoughts about the name. For example: depending on the participants' response, what is it about the name you don't like/or what is it about the name you do like?

17. What do you think of the name used here for the campaign?

***Point to campaign name***

- Does it make sense to you?
- Does it fit with the concepts/ideas we just talked about?

18. How about the logo, what thoughts do you have about it?

***Point to logo***

- What does it make you think of or remind you of?
- Do you think it fits with this campaign name?

19. Is there anything about the name and logo that you especially like? Don't like?

- Did anything seem unclear?
- Is there anything about this name and logo that you object to or that you think others might find offensive?

*After showing participants all [INSERT NUMBER] logos individually, interviewer will ask participants to rank their favorite using a tally sheet.*

**I am now handing out a sheet of paper that I would like you to use to indicate which of the [INSERT NUMBER] names/logos you liked the most and the least. There are two boxes on this sheet of paper. At the top of the paper is a box for the one you like the most and at the bottom is a box for the one you like the least. Please mark in those boxes the letter for the board that best fits that box.**

20. Which of the names and logos do you like most?

- What do you like most about that one?
- Which do you like the least?
- What about this one do you not like?

21. I am now handing out a sheet of paper that I would like you to use to rate the names/logos from 1 (terrible) to 10 (fantastic). The [insert #] names/logos are written on the paper.

- Which of the [insert #] names/logos did you rate the highest?
- What do you like about it?
- Which did you rate the lowest? Why?

## V. Radio Messages

Next, I would like you to listen to some sample radio advertisements that are being developed as part of the campaign we have been discussing. These ads are not quite final. For example, the actors are not guaranteed to be the same actors in the final ads. I welcome all of your feedback to the ads, but in some cases, I may ask you to focus on the concept of the radio ad. I am going to play each radio ad once for you and then ask you some questions about it immediately after listening to it.

Okay, please listen.

***Interviewer will play one of the [insert # of ads] radio ads, randomizing the order for each IDI/focus group. The following questions will be repeated for each radio message.***

### *Assessing Accuracy, Clarity & Recall of Message*

22. What are your first thoughts after hearing this ad?

- How did it make you feel?

23. What do you remember best about this radio ad? Or Was there anything that stood out most to you in this radio ad?

- What did you like most about it?
- Was there anything about it that you didn't like? What?

24. What do you think this radio ad is asking you to do?

- Does it make you want to do anything specific? [INSERT ACTION]?
- **IF YES:** What part of this makes you want to [INSERT ACTION]?
- **IF NO:** Why not?
- [IF mentioned in ad] Can you remember the toll-free number? [IF mentioned in ad] What about the Web site?

### *About The Specific Components*

25. How did you feel about the way this ad presented the information? Its style? Tone?

#### **SPECIFIC PROBES:**

- [Add specific probes once radio ad is recorded]

More specific probes added as needed when final number of ads and their content is finalized.

26. Do you have any suggestions for making this a better radio message?

**After listening to all three of the radio messages**

**I am now handing out a sheet of paper that I would like you to use to indicate which of the [insert #] radio ads you liked the most and the least. The names of the [insert #] radio ads are written there. Please number the ad you like to the most with a 1 and the next most with a 2, and finally mark your least favorite with a [insert last #].**

27. Which of the [insert #] radio messages do you like most?

- What do you like about it?
- Which do you like the least? Why?

28. I am now handing out a sheet of paper that I would like you to use to rate the radio messages you just heard from 1(terrible) to 10 (fantastic). The names of the [insert #] radio ads are written on the paper.

- Which of the [insert #] radio message did you rate the highest?
- What do you like about it?
- Which did you rate the lowest? Why?

**VI. Exploring Campaign Strategies**

**Now, let's talk a little about how we can best deliver information on [INSERT TOPIC] to individuals (someone) like yourself.**

***Radio & Outdoor***

29. How do you typically find out about things going on in your community?

- Radio
- TV news
- Billboards/signs
- Transit ads
- Other

30. How often do you listen to the radio?

- Where are you when listening to the radio? home, work, in car, etc.

31. What are your favorite radio stations?

32. Do you use the public transportation system, i.e., buses, trains?

- How often?
- What do you do while you are on the train?
- Do you remember ads that you have seen there in the past?

33. What types of outdoor ads have you seen in the past week?

- Type -- billboard, transit signs, etc.
- Content / Message.
- What is it about those ads that stood out to you?
- What kinds of outdoor ads are likely to catch your attention?

### ***Hangout Spots & Free Time***

34. Besides work and home, where do you spend most of your free time?

- Specific locations -- malls, movies, bars, dance clubs, etc.
- Where are these places located (e.g., in what neighborhoods, areas of town, on what streets)?

35. How often do you go to the movies?

- What types of movies do you enjoy seeing?
- Do you usually go early, just when the movie begins, or just after the movie begins?
- What specific theaters do you typically go to?
- What do you think about an ad playing on the screen before the movie about [INSERT TOPIC]?

### ***Community Events & Giveaways***

36. What kinds of community or neighborhood events have occurred in the last year?

- Which ones did you attend?
- What did you like about them?
- Activities occurring at the events, focus/theme, etc.
- What keeps you from attending events?

37. If you were to create an ideal men's event or fair in your community, what would it include?

- Live music
- Food
- Health Services
- Prize Giveaways and Games

38. What type of free giveaways would you like to receive at community events

- T-shirts
- Cell phone accessories, such as hipsters or hands free kits
- CD cases
- Magnets
- Coin pouches/wallets
- Journals/notebooks



### ***Local Figures***

39. Can you name a person or persons in this city who you trust or respect?
- What do you like or respect about these people?

### **VII. Wrap-Up**

**After all that we have talked about today, I have a few final questions.**

40. Are you more or less likely now to [INSERT ACTION]? What makes you say that?
41. What would motivate you to want to [INSERT ACTION]?
42. Where do you get your information about HIV/AIDS?
- Probe for sources such as media, family, friends, church
43. Is HIV/AIDS a topic on which you seek out information? If so, how?
- What type of information are you seeking?
  - Where might you seek out information?
  - Where would you turn first for information?
44. Those are all of the questions I have, but before we end, do you have any closing thoughts or opinions you would like to share? Any questions?

### **VIII. Closing**

Ok, we are pretty much out of time.

Excuse me for one moment while I see if the people observing have any questions that I have not asked. I will be right back.

Thank you for your participation. There is a brochure for you to take with you if you would like. It has information about HIV/AIDS and locations where you can get further information. Have a good day/evening.